

Adding a feature to Apple Music

Research findings: survey

The questionnaire

The questionnaire was created with Google Forms and it can be found here:

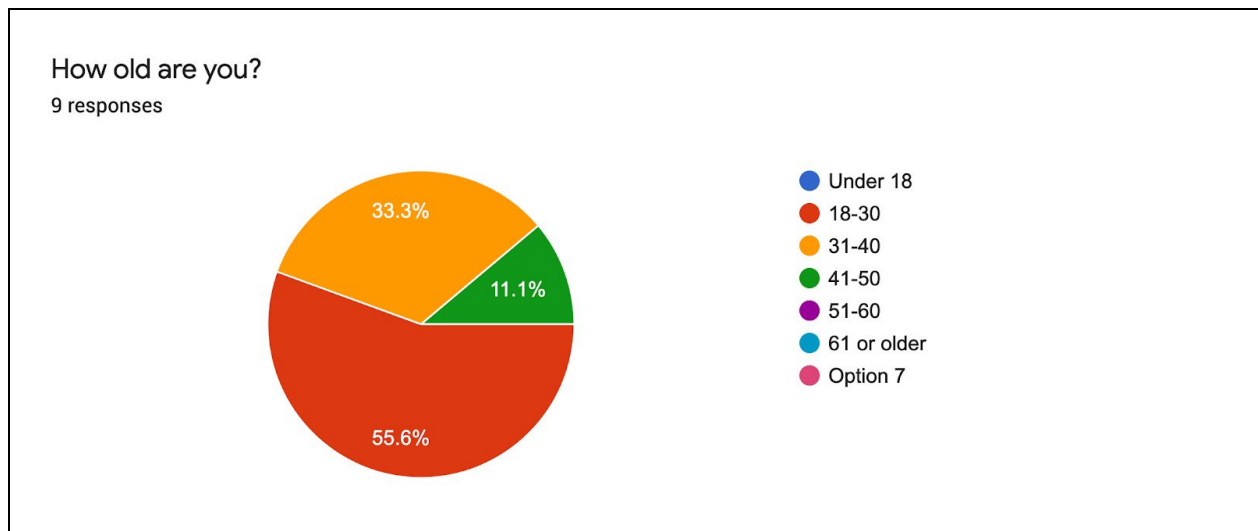
https://docs.google.com/forms/d/e/1FAIpQLSeR08zrRa8YI_m75RIGyig_Tg7xm_kisAcSB4ENDWj-B9cb7A/viewform?usp=sf_link

Results

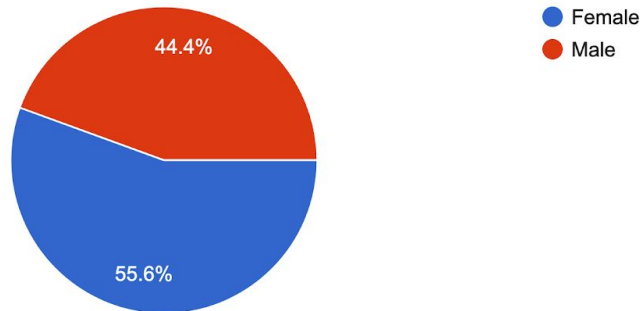
Demographics

Nine respondents, recruited among the UX Academy students via Slack channel participated in the survey. They all had to be concert-goers or prospective concert-goers.

Most respondents were **between the ages of 18 and 30**, the rest were either between the ages of 31 and 40, or between the ages of 41 and 50. **Most participants were female**. All owned a Bachelor degree.



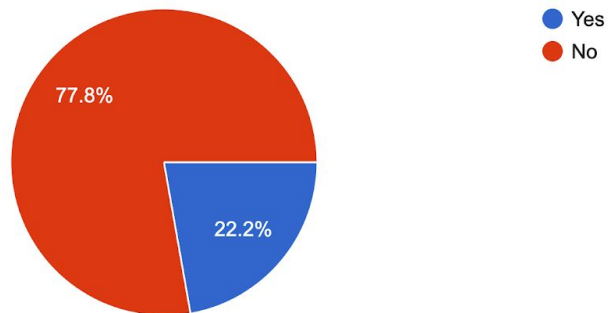
You are ...
9 responses



Apple Music

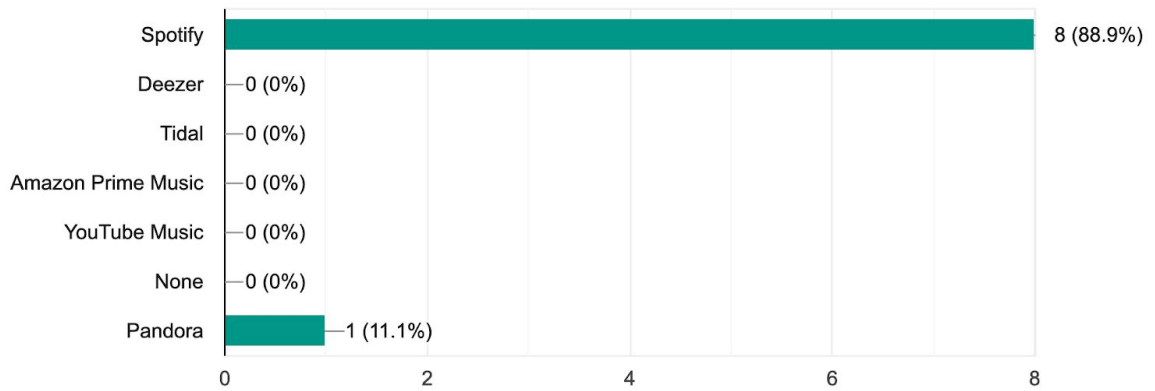
Most respondents did not use Apple Music. All respondents but one of the participants used Spotify, one used Pandora.

Do you use Apple Music
9 responses



Which other apps do you use to listen to music?

9 responses

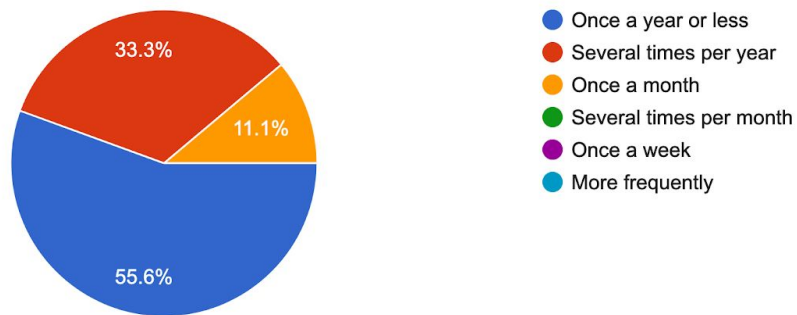


Concerts

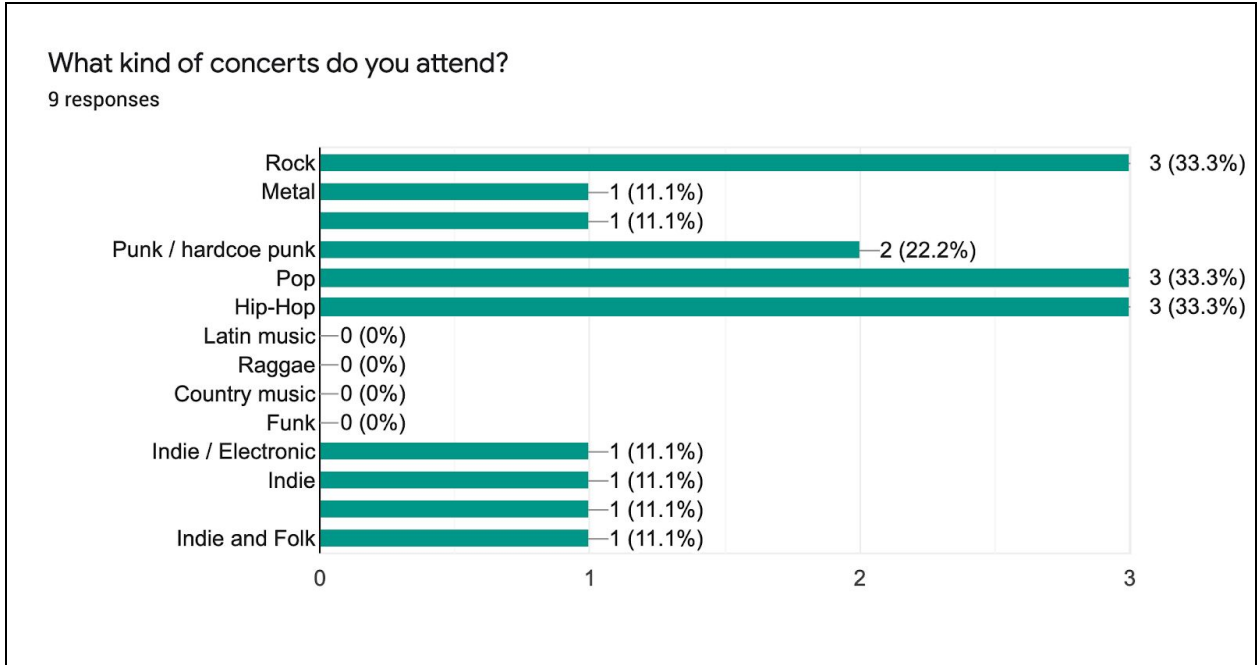
All of the respondents were concert-goers, at least occasionally, as the majority attended concerts once a year or less frequently.

How often do you attend concerts?

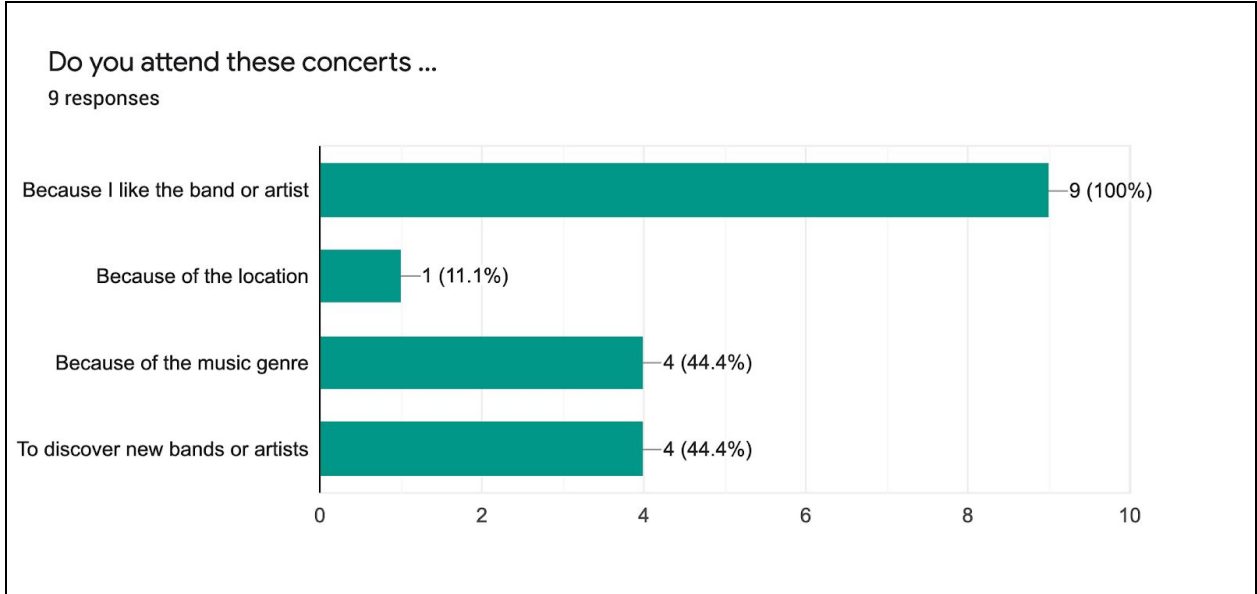
9 responses



Rock, pop, indie and hip-hop were the most popular music genres among the respondents, as they were chosen by three participants each. The other genres were less popular (e.g. metal, death rock/new wave/post punk, punk & hardcore punk, electronic, folk...).

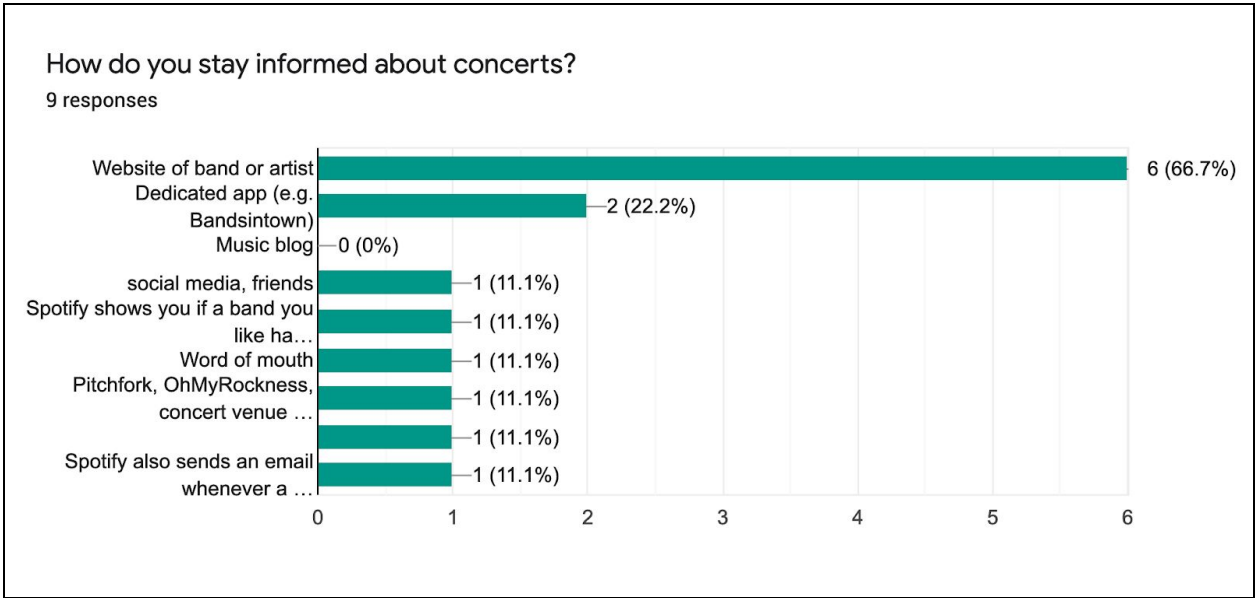


All respondents attended concerts because they liked the performing artist or band, a bit less than a half (4 participants each) attended them because of the genre and/or to discover new bands or artists. Only one went to these concerts because of the location.

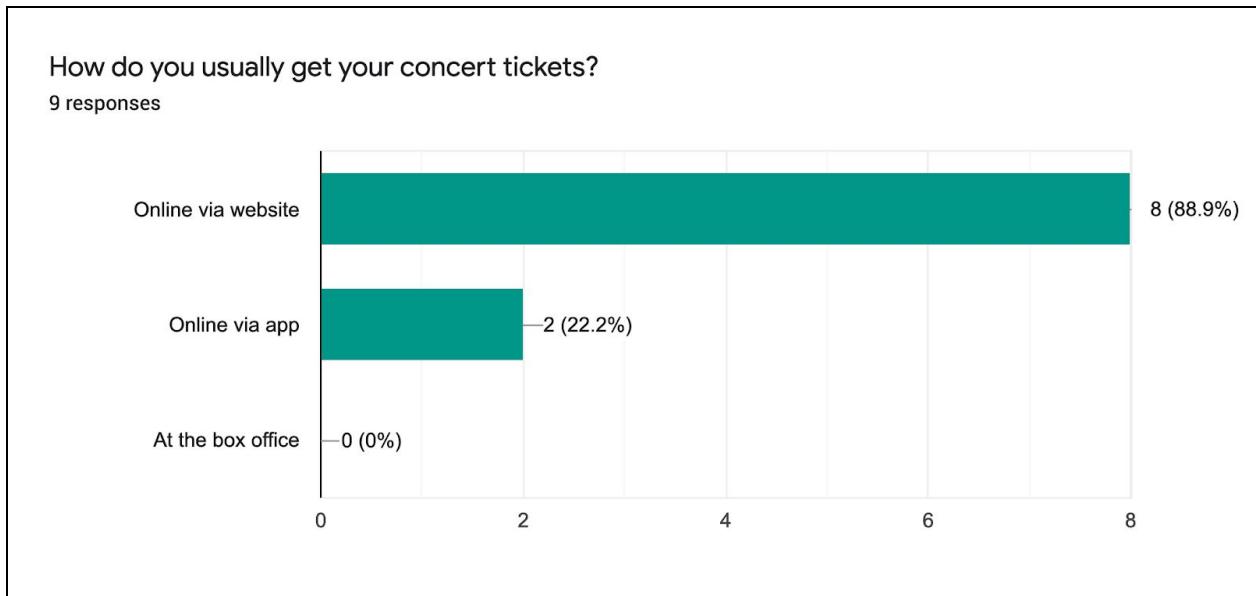


In general, the respondents stayed informed about concerts by checking out the website of the artist or band (6 respondents). Dedicated apps like e.g. Bandsintown and Spotify were only chosen by two participants, while all other answers were chosen only by one respondent each

(e.g. Social media, friends, word to mouth, concert venue, event/promotion company newsletter).



When it comes to buying concert tickets, most respondents (i.e. 8) used a website. Only two of them bought them via app and none at the box office. Among the ticketing service apps, the respondents that did not only rely on a website mentioned Livenation, Stubhub, Ticketmaster, Eventbrite and TicketFly. In general, they liked their favorite ticketing app because it was easy to use, because of being able to select the seat on a map or because of mobile tickets. One respondent thought that the information on his/her favorite ticketing app should be more concise and better organized, one thought that “TicketFly could improve their mobile tickets by allowing them access to Apple Wallet”.



Conclusion

Trends

It was interesting to find out that only a few of the respondents used Apple Music. Most relied on Spotify. All respondents were concert-goers that in general attended their gigs because they liked the performing band or artist. Less than half of them went there to discover new bands or artists, or because the performing artist/band belonged to the participant's favorite music genre. Overall, the participants directly checked the website of the artist or band to find out about their tours and normally bought their concert tickets via website, more than using an app. Those who did use an app, liked it when it was easy to use and when they were able to select their seat(s). Characteristics that could be improved were the organization and amount of information presented in the app, as well as allowing the app to store the mobile ticket in the Apple Wallet app.

Comments

The goal of recruiting 10 respondents was almost achieved.

The findings were interesting, as they showed the habits of these nine concert-goers, when it came to music apps, buying tickets and choosing which concerts to attend (e.g. because of the band/artist vs. because of the location).

These results will surely be useful for the next steps that lie ahead.

Last updated: March 6th, 2020.